



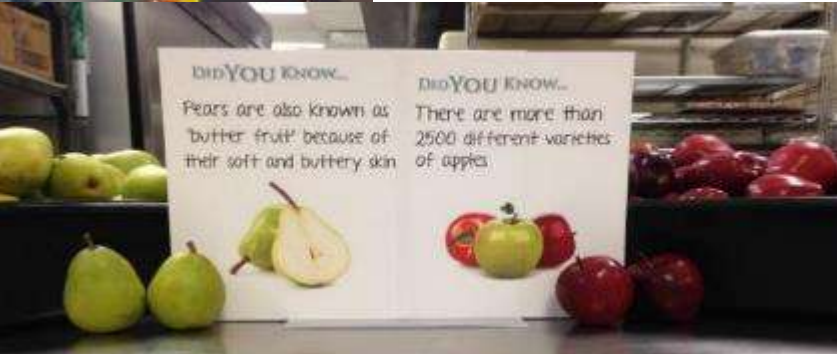
Waukee Community School District

No time for breakfast at home?

At Waukee, we know it's just as important to get a healthy start at school. That's why we offer a breakfast program in our cafeterias. It's a great way to start the day with a healthy meal and a delicious snack. All you need to do is show up to school and we'll take care of the rest.

BREAKFAST IS SERVED
e.g. IN THE CAFETERIA
ENJOY THE CONVENIENCE
OF A WELL-BALANCED
SCHOOL BREAKFAST AT
THE LOW PRICE OF
\$1.70

Visit <http://www.waukee.k12.wi.us/cafeteria> to learn what's on the menu.



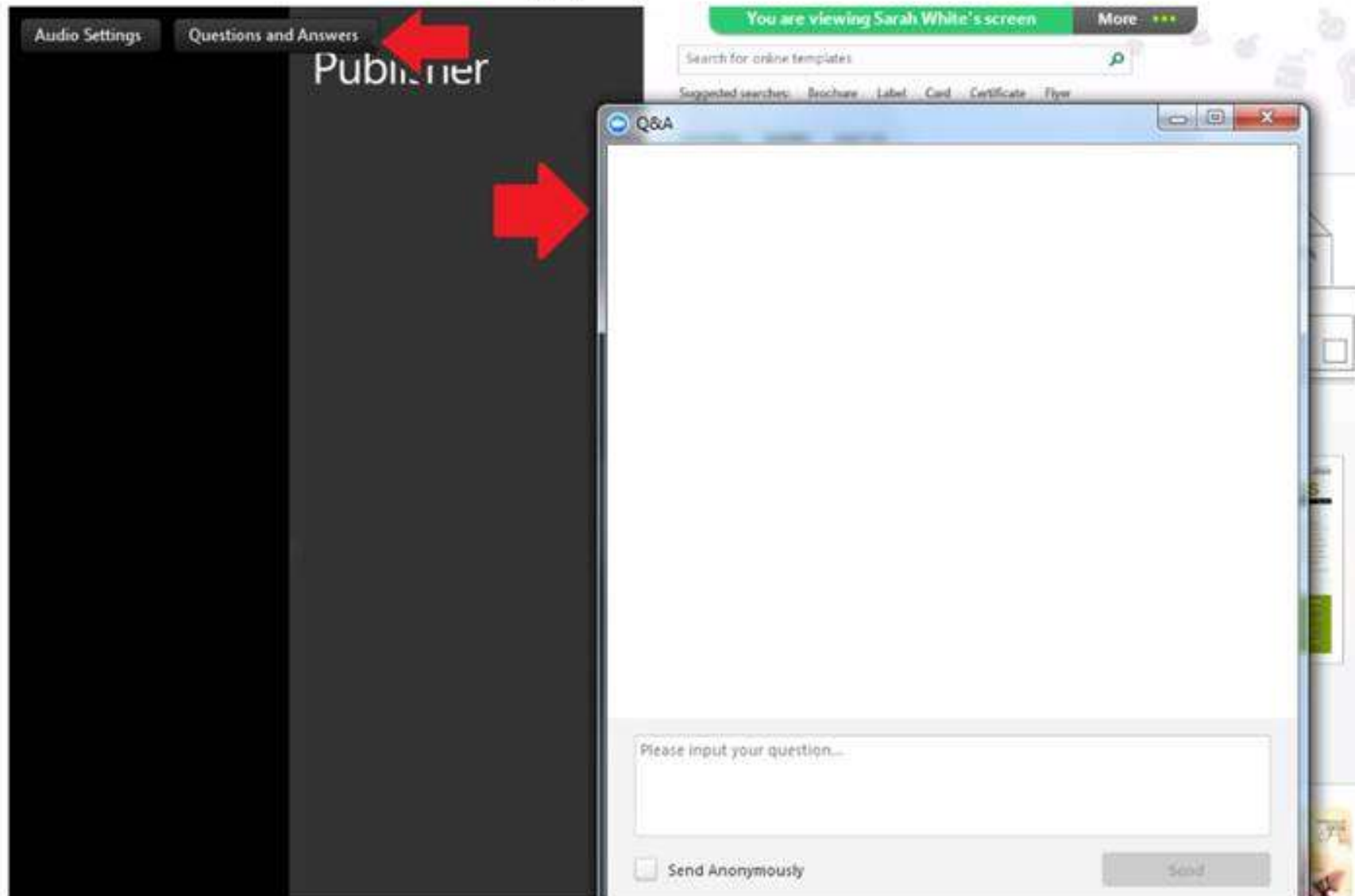
MARKETING TO INCREASE PARTICIPATION

MONTHLY WEBINAR, NOVEMBER 28, 2016

WELCOME!!

- To a monthly live link to the Bureau of Nutrition and Health Services for new and not so new school nutrition managers.
- To a forum for you to ask questions and get answers.

If at any point during the webinar you have a question please click on the Questions and Answers button to bring up the Q&A box. Type your question and click "Send".



THIS WEBINAR AND TRAINING DOCUMENTATION FOR SCHOOL NUTRITION PROFESSIONAL STANDARDS

- Document the time you spend watching this webinar or other webinars presented by our Bureau.
- Documentation of Participation in handouts

Learning Objectives for today are under
Communication and Marketing (4100)

MONTHLY MEMO REVIEW

- Sent to designated Authorized Representative and Food Service Director in IowaCNP
- Contact patti.harding@iowa.gov to receive these
- History since 2012 on
■ [DOE WEBSITE - - https://www.educateiowa.gov](https://www.educateiowa.gov)

CURRENT MEMOS

- Verification and Verification Reporting
- USDA Memos (no longer a copy of the memo)

USDA link <http://www.fns.usda.gov/school-meals/policy>



> [School Meals Home](#)

How to Apply

- > [Application](#)
- > [Income Eligibility](#)
- > [Reimbursement Rates](#)

Browse By Subject

- > [CN Labeling](#)
- > [Community Eligibility Provision](#)
- > [Disaster Assistance](#)
- > [Federal Register Documents](#)
- > [Food Safety](#)
- > [Guidance and Resources](#)
- > [Grants](#)
- > [Legislation](#)
- > [Policy](#)
- > [Press Releases](#)
- > [Professional Standards](#)
- > [Regulations](#)
- > [Reports](#)
- > [Research](#)
- > [Tools for Schools](#)
- > [Unpaid Meal Charges](#)

School Meals



Policy

The following list contains policy memos for the National School Lunch Program, School Breakfast Program and the Special Milk Program.

To perform a full-text search on policy memos, click "View All" at the bottom of this page, then use your browser menu Edit/Find or Control-F5 to initiate the search.

Date

-Year ▼

[Apply](#)

Date	Document #	Title
10/19/2016	SP05 CACFP03 SFSP02-2017	Q&A: Purchasing Goods and Services Using Cooperative Agreements, Agents, and Third-Party Services
10/19/2016	SP06-2017	FFVP: Funding Allocation Distribution
10/07/2016	SP04-2017	Model Functional Requirements for State and Local Information Technology Systems
10/06/2016	SP01-2017	Release of the Revised Federal State Agreement for Child Nutrition and Food Distribution Programs (form FNS-74)
10/06/2016	SP02 CACFP01 SFSP01-2017	Updated Fiscal Year Reporting Timeline and Reporting Table
10/06/2016	SP03-2017	Draft Tool for Local Agency Procurement Reviews for School Food Authorities in SY2016-2017 - Revised
09/30/2016	SP60-2016	Indirect Cost Guidance



Enter Questions!

WELCOME TEAM UP MENTORS!


Cheryl Dickman: Howard – Winneshiek
cdickman@howard-winn.k12.ia.us

Jessy Sadler – Saydel
sadlerjessy@saydel.net

Jeannie Allgood – Waukee
jallgood@waukeeschools.org

Stephanie Hawkins – Fairfield
stephanie.hawkins@fairfieldsfuture.org





BEST PRACTICES IN BUILDING STUDENT PARTICIPATION IN SCHOOL BREAKFAST AND LUNCH PROGRAMS

**CHERYL DICKMAN
HOWARD-WINNESHIEK CSD**



HOWARD-WINNESHIEK COMMUNITY SCHOOL DISTRICT, CRESCO IA

Student population: 1099

Free & Reduced: 47%

Employees: 16

Budget: \$750,000

of Schools: 3

Participation

Breakfast: 23.12% Combined

Lunch: Elementary=92.91% Jr. High/High School=71.96%

RELATIONSHIPS AND EDUCATION

Build a strong working relationship.

Educate your

- Superintendent
- Building Principals
- Staff
- Students



BEST PRACTICES

- Create an atmosphere that is student friendly
- Employee training on customer service
- Faster POS stations
- Cafeteria updated and not institutional
- Good presentation of salad bar and serving line



HOWIE'S CAFE



SALAD BAR WITH
COLORFUL WRAP



SALAD BAR COLOR



MORE SALAD BAR
CHOICES



RESTAURANT-STYLE
SEATING



MASCOT TABLES



ELEMENTARY CAFETERIA



SERVICE WITH A SMILE



PICTURES AT POINT OF
SALE



WHAT'S A MEAL?



WE LIKE SCHOOL
LUNCH!

USE YOUR RESOURCES

- Team Nutrition
- Iowa Department of Education
- Communicate with other Directors
- School Nutrition of IA/Attend Chapter Meetings
- Participate in Webinars



TASTING FUN

“TAKE HOME MOMENT”

Always be open and willing to deal with change and new ideas

The kids are our #1 priority

Get familiar with social media such as your school's twitter account and toot your horn on all the great things that you do.

GENERATING PARTICIPATION AND MARKETING STRATEGIES

JESSY SADLER
SAYDEL COMMUNITY SCHOOL DISTRICT



DEMOGRAPHICS

Buildings	Staff employed
Cornell Elementary (CEP)	5 (2 FTE, 3 PTE)
Woodside Middle School	4 (2 FTE, 2PTE)
Saydel High School	5 (2 FTE, 3 PTE)
	14

Free and Reduced	*SY 2014-2015 (4/1/15)	*SY 2015-2016 (4/1/16)	**SY 2016-2017 (9/9/16)
Cornell Elementary	66.15%	CEP	CEP
Woodside Middle School	59.74%	58.46%	62.93%
Saydel High School	51.78%	51.88%	56.94%

DEMOGRAPHICS CONT.

<u>Student Population SY 14-15</u>	
Cornell Elementary	466
Woodside Middle School	391
Saydel High School	444
District Totals	1301

<u>Student Population SY 15-16</u>	
Cornell Elementary (CEP)	456
Woodside Middle School	397
Saydel High School	420
District Totals	1273

<u>Student Population SY 16-17</u> <i>As of 9/27/16</i>	
Cornell Elementary	469
Woodside Middle School	410
Saydel High School	427
District Totals	1362

MARKETING STRATEGIES

We incorporated new marketing strategies to increase meal participation and build a supportive network

Our goal last year was to increase communication between:

- Parents
- Teachers
- Students
- Community

MARKETING STRATEGIES/FAMILIES

- Newsletters, websites, menus, and other school communication channels to reach parents in a variety of ways.
- Attended parent organization meetings to discuss
- Invited parents to lunch and showed them what choices their children can make in the cafeteria.



WE INCLUDED SCHOOL LUNCH PICTURES AS OFTEN AS POSSIBLE IN OUR NEWSLETTERS



Saydel Community School Food Services

National School Lunch Week 2015



Saydel Community School District recognized National School Lunch Week from October 12-16, 2015. Events were held in all 3 schools throughout the week. Thank you to everyone who came and ate with a child at on Wednesday for "Bring an adult to school lunch and eat school lunch!" Thank you to our special guest from Saylor Township Fire Department who came and helped serve in our kitchen. The week was finalized with the announcement of the Sony camera winner. Allie May, 8th grade student, won the Sony camera at Woodside Middle School. The winner was randomly chosen from those who ate a school lunch during National School Lunch Week.



Saydel Community School Food Services

HAVE YOU HEARD?

Breakfast and lunch are provided to all students at no charge!



Cornell Elementary participates in the Community Eligibility Provision. Through this program, all students are eligible to receive breakfast and lunch at no cost.

*There will be a charge for extra milk or for a second entrée.

You are invited!

National Take Your Parents to
LUNCH DAY

October 14, 2015

Please join your child for a meal in the school cafeteria. Learn how school meals are meeting new federal nutrition standards and let us know what you think about our lunch program!

NATIONAL SCHOOL LUNCH WEEK

MARKETING STRATEGIES TEACHERS/STAFF

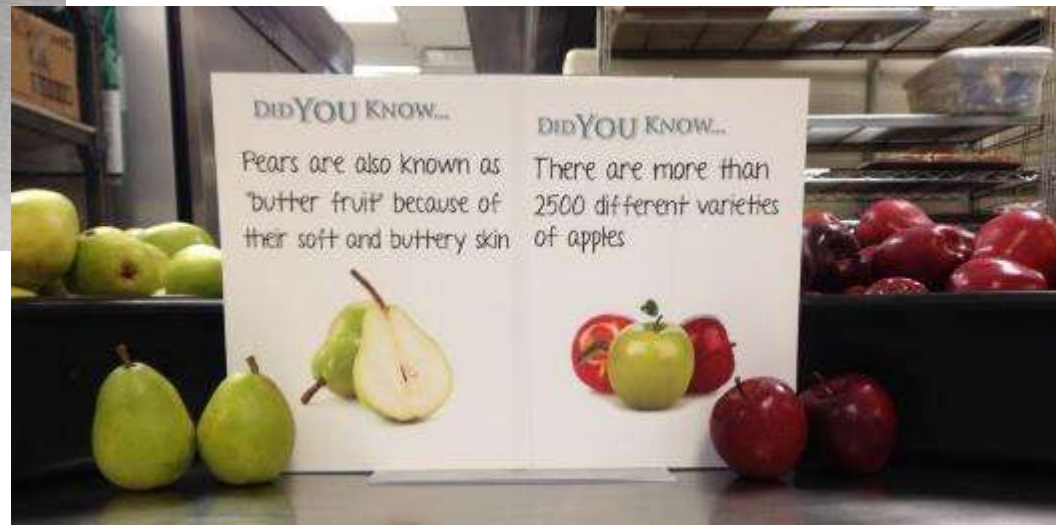
- We involved teachers with marketing through art, writing, and food and consumer science classes
- We worked with teachers to connect classroom activities to the lunchroom reading books about fruits and vegetables.



MARKETING STRATEGIES- STUDENTS

- We promoted our daily meals by posting them on age-appropriate school posters or menu posted.
- Information regarding fruits and vegetables were always displayed and rotated during service lines.
- The Student Food and Nutrition Advisory Council met once every other month to give feedback, ideas, and answer any questions they had regarding the program.
- We constantly surveyed students on their likes and dislikes.
- We also invited students to write announcements, design logos, and create posters and labels for new products and promotions.

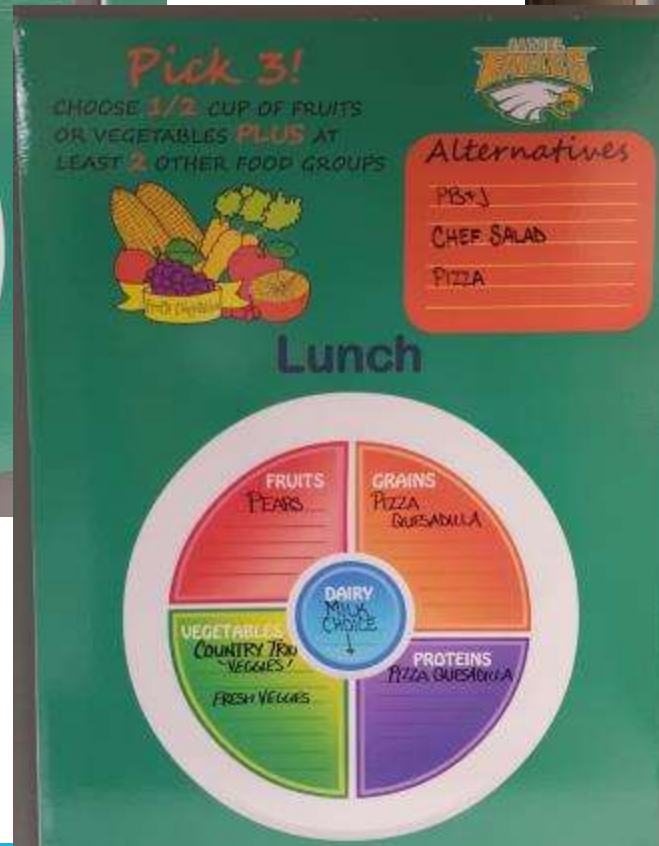
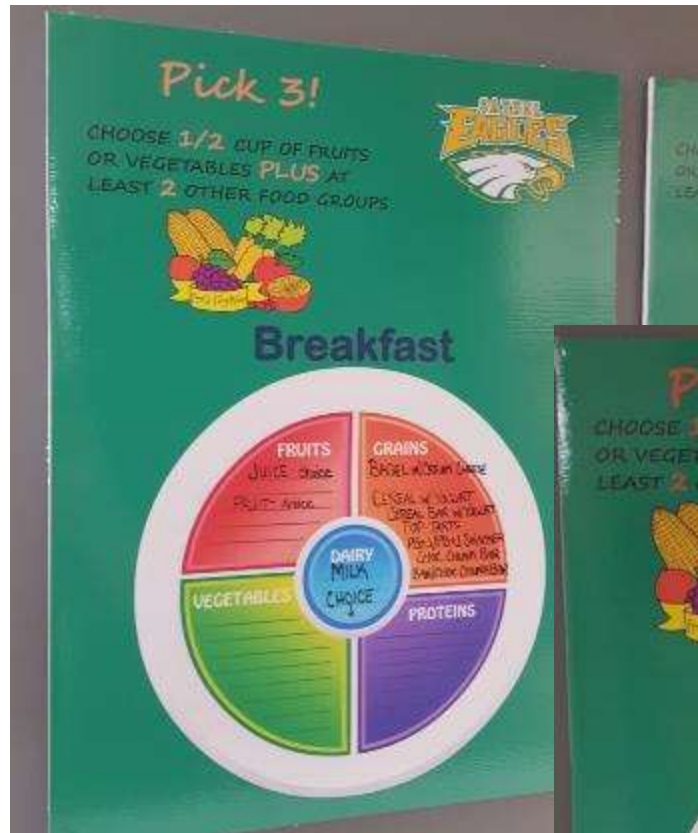
MARKETING STRATEGIES FOR STUDENTS/FUN FACTS



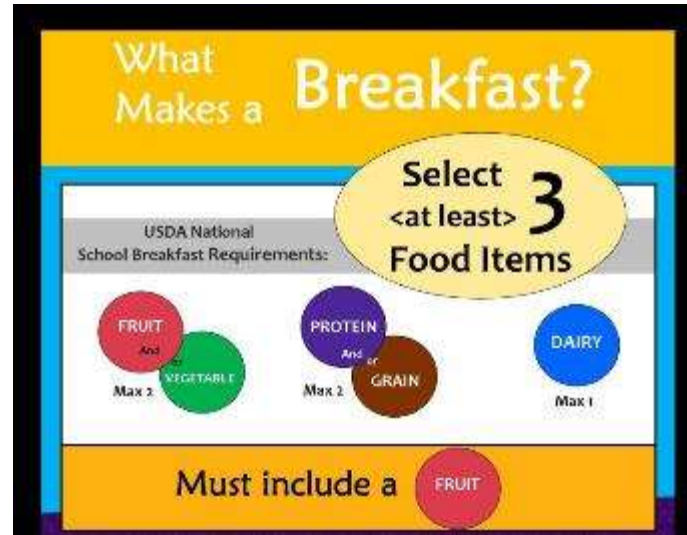
MARKETING STRATEGIES FOR STUDENTS/POSTERS



MARKETING STRATEGIES FOR STUDENTS/MENU POSTERS



MARKETING STRATEGIES FOR STUDENTS/EZ TAGS



MARKETING STRATEGIES/COMMUNITY

- We send out a quarterly district newsletter “to every household in the district.

In it, we created a Saydel Food Service page that features themed and various topics, recipes and “did-you-know facts”.

- ISU Dietetic intern students assisted with school nutrition marketing programs by creating activities, new recipes, etc...

We also reached out to the nutrition undergrad students if they are interested in presenting an activity/game for the students

MARKETING STRATEGIES EXAMPLES

Harvest of the Month



Mango

Calories
107

Sodium
3mg

Fat
0g

Sugars
24g

Cut Back on Added Sugar

I am sure you've received the memo that cutting back on added sugar is one of the best things you can do for your health, something that is highly encouraged in the new Dietary Guidelines for Americans.

The Dietary Guidelines for Americans suggests added sugar intake should be less than 10% of a person's daily calories. (This does not include naturally occurring sugars, such as those found in milk or fruits.) Extra sugars not only add empty calories, spike blood sugar levels, and increase the risk of several other health issues but also dramatically increase your risk of dying from a heart attack.*

So now the question is: How do I cut back on added sugars?

- Be aware of what your ingredient label reads: agave syrup, brown sugar, fructose, honey, malt syrup, fruit juice concentrate, sucrose, cane sugar, and more are how sugars are labeled.
- Keep tabs on how much sugar you consume: Sugar doesn't need to be an all or nothing deal. Keep your daily total sugar consumption to 10 teaspoons (40g).
- Make fruit-flavored water by adding a splash of juice or fresh fruit.
- Satisfy your sweet cravings nutritiously: Avoid the chocolate, and head for the fresh or dried fruit. You may be surprised how well fruit satisfies your craving

*Published in April 2014 JAMA Internal Medicine.

HARVEST OF THE MONTH RECIPE—MANGO-RASPBERRY SMOOTHIE



- ½ cup Frozen or fresh mango, chopped
- ¼ cup Frozen or fresh raspberries
- ¼ cup Plain yogurt
- ½ cup Apple juice

Servings: 1

Combine all ingredients in a blender and puree until smooth.

Prep and cook time: 15 minutes

NUTRITION SNAPSHOT:
Per serving: 170 calories,
39g carbohydrates,
3g sugar, 4g protein,
42mg sodium, 5g fiber

Foodservice Office:

Visit www.saydel.k12.ia.us for menus and information

Email: sadlerjessy@saydel.net

Phone: 515.264.0866

Fax: 515.264.0869

Follow us on Twitter: [@saydel dining](https://twitter.com/saydel dining)

Build a Healthy Lunch



79,792 BREAKFAST MEALS SERVED

<u>Building</u> 791- Middle791	Breakfast Meals 2015-2016
Cornell Elementary (CEP and BIC)	42,144
Woodside Middle School	16,791
Saydel High School	20,857
District Totals	79,792

BREAKFAST MEALS COMPARISON

<u>Building</u>	Breakfast Meals 2013 -2014	Breakfast Meals 2014-2015
Cornell Elementary	36,559	38,715
Woodside Middle School	21,387	19,629
Saydel High School	15,090	19,495
District Totals	72,305	77,144

177,032 LUNCH MEALS SERVED

<u>Building-Element</u>	Lunch Meals 2015-2016
51,405 40	
Cornell Elementary (CEP and BIC)	64,222
Woodside Middle School	61,405
Saydel High School	51,405
District Totals	177,032

LUNCH MEALS COMPARISON

<u>Building</u>	Lunch Meals 2013-2014	Lunch Meals 2014-2015
Cornell Elementary	63,642	63,653
Woodside Middle School	63,651	62,128
Saydel High School	50,443	52,496
District Totals	171,646	172,672

SUMMER FOOD SERVICE PROGRAM POSTERS

To market our SSP, flyers and postcards were made. Flyers were sent home with every student the first week of May.



FUEL UP™ FOR SUMMER FUN
Eat Smart. Play Hard.™

FREE!

Summer Meals for Kids & Teens
Open to ALL Children 18 & Younger

*Adults may eat for a fee at Woodside location.

June 6 - August 5
Monday - Friday

Woodside Middle School
5810 NE 14th Street, Des Moines
Breakfast: 8 AM - 9 AM
Lunch: 11 AM - 12 PM (Noon)

Sunnybrook Mobile Home Park
5975 NE Berwick Drive, Berwick
Lunch: 11:30 AM - 12 PM (Noon)

Questions?
Contact **Jessy Sadler**, Director of Food Services,
at 515-264-0866 or sadlerjessy@saydel.net
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*It is the policy of this SSP provider not to discriminate on the basis of race, creed, color, sex, sexual orientation, gender identity, national origin, disability, age, or religion in its programs, activities, or employment practices as required by the laws Code sections 215.1, 215.2, and 215.3. If you have questions or concerns related to compliance with this policy by this SSP Provider, please contact the Iowa Civil Rights Commission, 1000 East Main Building, 400 E. 14th St., Des Moines, IA 50319-1504, phone: (515) 281-4121, (800) 457-4416, website: <https://icr.iowa.gov/>.



FUEL UP™ FOR SUMMER FUN
Eat Smart. Play Hard.™

¡GRATIS!

Comidas este verano para Niños & Adolescentes
Abierto a TODOS los Niños menores de 18 años

*Adultos pueden comer pagando una cuota en la locación de Woodside.

6 de Junio hasta el 5 de Agosto
Lunes - Viernes

Woodside Middle School
5810 NE 14th Street, Des Moines
Desayuno: 8 AM - 9 AM
Almuerzo: 11 AM - 12 PM (Mediodía)

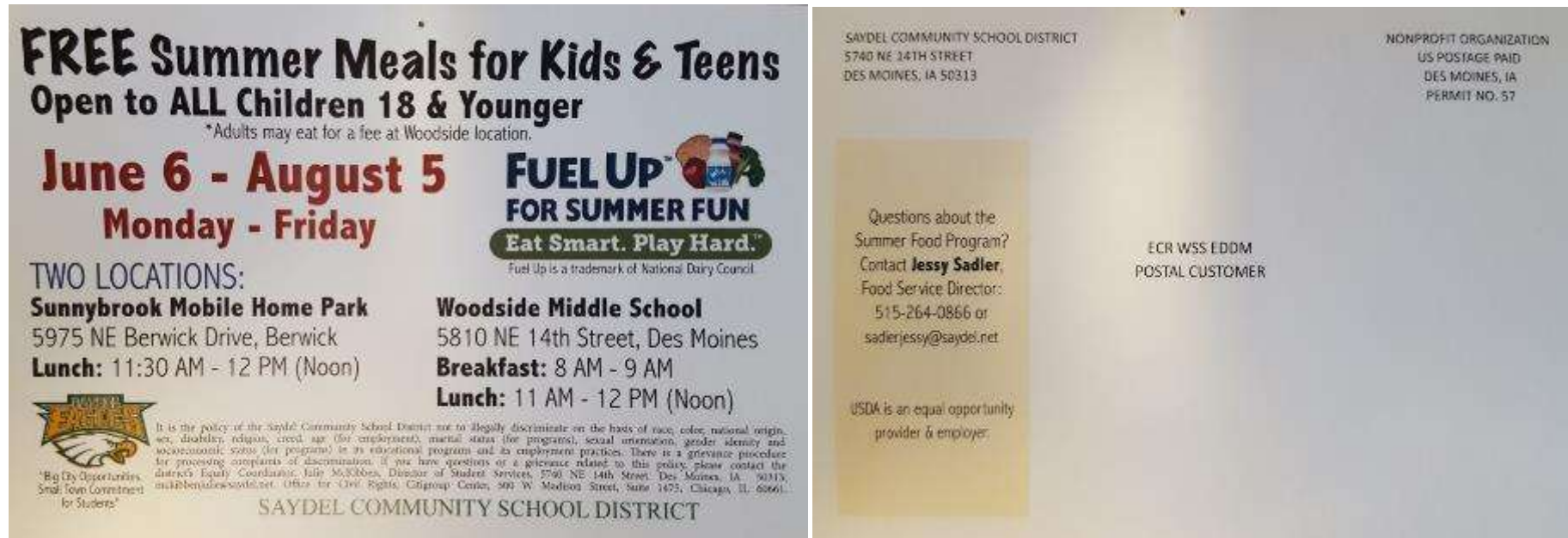
Sunnybrook Mobile Home Park (Trailer Park)
5975 NE Berwick Drive, Berwick
Almuerzo: 11:30 AM - 12 PM (Mediodía)

Preguntas?
Contacte a **Jessy Sadler**, Directora del servicio de comida,
Teléfono 515-264-0866 or sadlerjessy@saydel.net
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La política del proveedor SSP es de no discriminar en base a raza, creencia, color, sexo, orientación sexual, identidad de género, origen de nacionalidad, discapacidad, edad, o religión en sus programas o actividades o prácticas de empleo que son requeridas por el código de la sección 215.1, 215.2, y 215.3 del estado de Iowa. Si usted tiene preguntas o preocupaciones relacionadas con la conformidad con las políticas de SSP por favor contacte a la comisionada de los derechos civiles de Iowa, oficina del estado de Iowa, 1000 E. 14th St., Des Moines, IA 50319-1504, número telefónico 515-281-4121, 800-457-4416, sitio de internet: <https://icr.iowa.gov/>.

SUMMER FOOD SERVICE PROGRAM POST CARDS

The postcards were mailed to each household on the third week of May.



Total Lunch Meals Summer 2014	Total Lunch Meals Summer 2015	Total Lunch Meals Summer 2016
44 days 5058 meals	50 days 7044 meals	49 days 7530 meals

THIS YEAR...

Continue the same marketing strategies

Expand our food service catering

- With the partnership of Food and Consumer Sciences



Market feature new “hot” items

- Creative names
- Introducing new menu items
 - Sweet and sour chicken
 - Hot wings
 - Build-your-own bar: Potato bar, mac n cheese bar, pasta bar
 - To-go “lunchables”

TAKE AWAY.....

DON'T BE SCARED OF THE WORD “MARKETING”

CHOOSE YOUR AUDIENCE, AN IDEA AND BUILD ON IT





STRATEGIES TO INCREASE SCHOOL BREAKFAST AND LUNCH PARTICIPATION

JEANNIE ALLGOOD, DIRECTOR OF NUTRITION SERVICES
WAUKEE COMMUNITY SCHOOL DISTRICT



WAUKEE CSD DEMOGRAPHICS 2016-2017

- Student population 9,800
- Free and Reduced = 16%
- 83 Employees
- 13 Buildings

INCREASING BREAKFAST PARTICIPATION

- “Breakfast After the Bell” or
“Second Chance Breakfast”
- Grab N Go Kiosk
- Offer choices to make a reimbursable breakfast
- Communication

SECOND CHANCE BREAKFAST



GRAB-AND-GO KIOSKS



MIDWEST DAIRY FUEL UP TO PLAY BREAKFAST CART & DISPLAY REFRIGERATOR



OFFER CHOICES



COMMUNICATION

- Student Advisory
- PTO Groups
- Social Media
- School Newsletters
- School website
- SNA has new PR Campaign materials

<https://schoolnutrition.org/Resources/MktComm/PRCampaign>

Waukee Community School District



No time for breakfast at home?

We've made it easy for your student to enjoy a healthy breakfast at school. School breakfast is proven to improve student behavior, test scores and attendance, so don't let your student miss out on the most important meal of the school day!

BREAKFAST IS SERVED
e.g. IN THE CAFETERIA
ENJOY THE CONVENIENCE
OF A WELL-BALANCED
SCHOOL BREAKFAST AT
THE LOW PRICE OF:

\$1.70

Visit
<http://www.waukeeschools.org/nutrition/menus>
to learn what's on the menu.

BREAKFAST POSTER
FROM SNA

SOCIAL MEDIA

SAMPLE TWEETS:

It's Friday! What makes Fridays better? That's right, #schoolbreakfast

Beat those Monday morning blues with #schoolbreakfast at 7 AM! The breakfast of "WARRIORS".

There's a reason they call it "brain food" #finalsweek

The early bird gets the worm. #gotbreakfast?

It's negative WHAT outside?! Come warm up in the cafeteria with a nice, hot #schoolbreakfast

There are two types of people in the world: people who love bagels and liars. #TryOurBreakfastBagels

INCREASING LUNCH PARTICIPATION

- Evaluate current participation, cut unpopular entrée items
- Offer choices for reimbursable meals
- Sample new products with students, keep roll-out of new items close to sample date
- Presentation of food
- “Toot your own horn”
 - Open House, Conferences
 - SNA PR Campaign materials
 - Pictures on social media, Tweets
 - Market your own a la carte items
- Friendly professional staff



OFFER *CHOICES* TO INCREASE
PARTICIPATION



KIDZABLE



WARRIOR BOXED SALAD



SAMPLE NEW PRODUCTS WITH STUDENTS



PRESENTATION

- “Dress up” the products, butter spray, garnishes
- Colorful menus
- Dark trays “show off” the food



TOOT YOUR OWN HORN



MARKET YOUR OWN GRAB AND GO ITEMS



MORE GRAB AND GO ITEMS



FRIENDLY PROFESSIONAL STAFF



TAKE HOME MOMENT

Choices, choices, choices

Toot (tweet) your own horn, Communication



MARKETING YOUR FOODSERVICE PROGRAM

STEPHANIE HAWKINS, FOOD SERVICE DIRECTOR
FAIRFIELD COMMUNITY SCHOOL DISTRICT
STEPHANIE.HAWKINS@FAIRFIELDSFUTURE.ORG

If you are not willing to risk
the unusual, you will have to
settle for the ordinary.

Jim Rohn

WHY SHOULD I MARKET MY PROGRAM?

- You are already doing great things!
- Marketing lets people know the great things you are doing.
- Your customers are already responding to marketing.
- Social Media is a low or no cost marketing tool that can have great results.
- As a part of Fairfield's marketing strategy, social media has helped increase participation by **6,369** meals in **39** school days during Sept. and Oct. compared to last year.

**DON'T BE AFRAID TO USE IT, YOUR
CUSTOMERS DO!**



SNAPCHAT

- Snapchat is a picture and text that lasts just a short time.
- FCSDlunchlady snaps two snaps a day to her followers. 141 followers at this time.
- A breakfast snap with a motivational quote and the breakfast menu at 7:30am.
- A lunch snap with the lunch menu at 10:00am.
- Occasionally a picture of featured item being prepared.

FACEBOOK

FCSD Lunchlady

- 166 friends
- I post nightly the next day's menus for each building.
- Facebook is followed more by adults than students but is a platform to keep parents informed.
- I also use it as a way to publicly appreciate our cooks and staff.

TWITTER

- Twitter allows a 140 character limit per tweet.
- Another way to get a quick message out to a lot of people at once.

WHAT IF YOU'RE NOT COMFORTABLE WITH TECHNOLOGY

- Your students are your customers...Talk to them!!
- FHS Principal allowed me to speak directly to each class the first day of school explaining menus and grab and go options.
- I spoke to Health Class on menu planning and got their ideas on items for the menu.
- Work with a student advisory council for Middle School and High School.
- This generation of students are foodies. Use that!

THE GOAL

THE AIM OF MARKETING

is to know and understand

THE CUSTOMER

so well the product or service
fits him and sells itself.

- Peter Drucker

UPCOMING TRAINING OPPORTUNITIES

New Manager Series

January 11

What's my Job Description?

February 8

Menus and Food Production

March 8

Serving for Success

What's New in School Nutrition —
January 23

USDA Foods: Using Your
Planned Assistance Level
(PAL)

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To file a program complaint of discrimination, complete the [USDA Program Discrimination Complaint Form](#), (AD-3027) found online at: http://www.ascr.usda.gov/complaint_filing_cust.html, and at any USDA office, or write a letter addressed to USDA and provide in the letter all of the information requested in the form. To request a copy of the complaint form, call (866) 632-9992. Submit your completed form or letter to USDA by:

- (1) mail: U.S. Department of Agriculture
Office of the Assistant Secretary for Civil Rights
1400 Independence Avenue, SW
Washington, D.C. 20250-9410;
- (2) fax: (202) 690-7442; or (3) email: program.intake@usda.gov.

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